

## ABSTRACT OF THE DISCLOSURE

A printer (24) for printing upon a continuous web of print receivable media (18) is provided. The printer includes a print head (28) having a media drive assembly side and a media drive assembly for moving the media across the print head. The media drive  
5 assembly is disposed only on the media drive assembly side of the print head. The printer further includes a platen (30) disposed adjacent the print head and a controller (102) coupled to the print head, the media drive assembly, and the platen. The controller controls the printer during continuous printing and single sheet printing. During continuous printing, the media is moved in a downstream direction past the print head.  
10 During single sheet printing, the media is moved past the print head in an upstream direction one sheet at a time. Further, the printer may perform single sheet pull printing or single sheet push printing.